

# Ruddick Research International, Inc.

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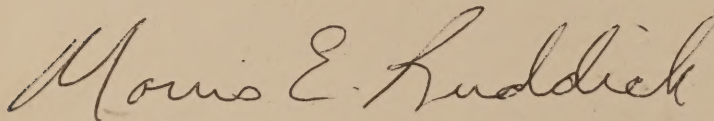
Dear Satellite Viewer:

One of our clients has asked us to gather information from many of the 800,000 private earth system owners in the country. Your name was selected to receive this survey. Will you help? If you will, we would be happy to send you two crisp, new \$1 bills!

To earn the two dollars, please complete the questionnaire accompanying this letter. It takes 10 — 15 minutes.

Our client will use the results to complete a statistical summary, and your name and all other information about you will remain confidential. And, you'll be helping in another way, too. You'll be providing information that will bring better satellite equipment and services to you and others like you all across the country.

So, please help us and earn yourself two \$1 bills. Complete and return the questionnaire now!



Morris Ruddick

P.S. In order to qualify for the cash award, we must receive your completed questionnaire within 10 days of your receiving this questionnaire. So don't delay; take a few minutes and fill out the survey.

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## INSTRUCTIONS

For most questions there will be several answers to choose from. Please circle the appropriate answer. Unless otherwise indicated, only one answer should be marked for each question.

### EXAMPLE

How long have you lived in your present home?

(CIRCLE ONE ONLY)

Less than 1 year	1	-a
1 — 5 years	2	
6 — 20 years	3	
Over 20 years	4	

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SURVEY STARTS ON NEXT PAGE →



# Satellite Viewer Survey

1. How long have you had your satellite earth station?

(CIRCLE ONE ONLY)

Less than 1 year	1 -5
1 - 2 years	2
2 - 3 years	3
3 - 4 years	4
4 (or more) years	5

2. In which region do you live?

(CIRCLE ONE ONLY)

New England (CT, ME, MA, NH, RI, VT)	1 -6
Mid - Atlantic (DE, DC, MD, NJ, NY, PA)	2
East - Central (IL, IN, KY, MI, OH, WV)	3
West - Central (CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)	4
Southeast (AL, FL, GA, MS, NC, SC, TN, VA)	5
Southwest (AR, LA, NM, OK, TX)	6
Pacific (AK, CA, HI, ID, NH, OR, UT, WA)	7
Other _____	8

3. What is the primary use of your system?

(CIRCLE ONE ONLY)

Entertainment	1 -7
Business (Information)	2
Both	3

4. Which factor most convinced you to buy a TVRO system?

(CIRCLE ONE ONLY)

Seeing a system in operation at a dealer	1 -8
Hearing about/seeing a friend's or relative's system	2
Reading about TVRO's in a magazine	3
Attending a show or fair	4
Other _____	5

5. Before receiving satellite television, how many broadcast television stations could you receive?

(CIRCLE ONE ONLY)

None	1 -9
1 - 2	2
3 - 4	3
5 - 6	4
Over 6	5

6. Do you currently have access to a cable TV system?

(CIRCLE ONE ONLY)

Yes	1 -10
No (Go to 9)	2

7. Are you a subscriber to that system?

(CIRCLE ONE ONLY)

Yes, Current Subscriber	1 -11
No, Former Subscriber	2
No, Never Subscriber (Go to 9)	3

8. Are/were you pleased with the cable service that you receive (d)?

(CIRCLE ONE ONLY)

Yes	1 -12
No	2

9. Approximately how many total hours per week is your satellite equipment used by all members of your household?

(CIRCLE ONE ONLY)

Less than 30 hours	1 -13
30 - 39 hours	2
40 - 49 hours	3
50 - 59 hours	4
More than 59 hours	5

10. Generally, how satisfied are you with your satellite receiving equipment?

(CIRCLE ONE ONLY)

Extremely satisfied	5 -14
Somewhat satisfied	4
So-so	3
Somewhat Dissatisfied	4
Very Dissatisfied	5

11. Which satellites do you tune-in on a regular basis (3 times or more a week)?

(CIRCLE ALL THAT APPLY)

Satcom F4 (Satcom 4, Sat4, F4)	1 -15
Telstar 302/Comstar D3 (Telstar 2)	2
Westar 3 (W3)	3
Telestar 301 (Comstar D ½)	4
Westar 4 (W4)	5
Anik D1 (A - D)	6
Anik B (- B)	7
Spacenet 1	8
Westar 5 (W5)	9
Comstar D4 (D4)	0
Satcom F3R (F3, Satcom 3, F3R)	1 -16
Galaxy 1 (G1)	2
Satcom F1R (F1, F1R, Satcom 1)	3
Other _____	4



12. Which category of programming is viewed most frequently by your household through your satellite receiving equipment?

(CIRCLE ONE ONLY)

Sports	1	-17
News	2	
Movies	3	
Situation Comedy	4	
Religious	5	
Soaps	6	
Action	7	
Educational	8	
Weather	9	
Children's programming	0	
Other _____	1	-18

13. Which one or two other categories of programming are viewed next most frequently by your household?

(CIRCLE ONE OR TWO)

Sports	1	-19
News	2	
Movies	3	
Situation Comedy	4	
Religious	5	
Soaps	6	
Action	7	
Educational	8	
Weather	9	
Children's programming	0	
Other _____	1	-20

14. Of the following, which is your most important source of satellite program information?

(CIRCLE ONE ONLY)

Orbit Magazine	1	-21
Satellite-TV Week Magazine	2	
Local Newspaper TV listing	3	
TV Guide	4	
Channel Guide Magazine	5	
Dish Magazine	6	
None of the above	7	

15. What is your opinion of the statement: "There is a need for better program information and schedules for the TVRO user."?

(CIRCLE ONE ONLY)

Strongly agree	5	-22
Somewhat agree	4	
Neither agree or disagree	3	
Somewhat disagree	2	
Strongly disagree	1	

16. Which types of information would you use on a regular basis?

(CIRCLE UP TO FOUR)

Guide for all programs on satellites	1	-23
List of movies on satellite services	2	
Stock quotations from NY/AMER/NASDAQ stock exchanges	3	
Daily agriculture prices for your state	4	
Local general weather forecast	5	
National commodities quotations	6	
Current and in-progress sports schedules and scores	7	
Sports forecasts (point spreads) for upcoming sporting events	8	
Agricultural weather forecasts for your area	9	
None of the above	0	

17. What is the main benefit you expected from your satellite receiving equipment?

(CIRCLE ONE ONLY)

Get better reception	1	-24
More channels/wider variety of channels	2	
Better quality of programs	3	
More movies	4	
More sports	5	
Good value for the money	6	
For children's programming	7	
Other _____	8	

18. Approximately how much have you spent on your satellite receiving equipment?

(CIRCLE ONE ONLY)

Less than \$1,500	1	-25
\$1,501 - \$3,000	2	
\$3,001 - \$5,000	3	
\$5,001 - 7,500	4	
More than \$7,500	5	

19. Which components of your system are infrared remote controlled?

(CIRCLE ALL THAT APPLY)

None	1	-26
TV Receiver	2	
Satellite Receiver	3	
Antenna Control	4	
Video Tape Recorder	5	
Audio Sound System	6	
Other _____	7	



20. If you have an option to add infrared remote control for a reasonable price, would you?

(CIRCLE ONE ONLY)

Yes	1	-27
No	2	

21. Do you currently own and have in your home:

(CIRCLE ALL THAT APPLY)

A personal computer	1	-28
A videotape recorder	2	
More than one television set	3	
Amateur radio operator equipment	4	
None of the above	5	

22. Do you live in an incorporated town or city? (city limits)

(CIRCLE ONE ONLY)

Yes	1	-29
No (skip to 24)	2	

23. What is the population?

(CIRCLE ONE ONLY)

Less than 10,000	1	-30
10,001 - 25,000	2	
25,001 - 50,000	3	
50,001 - 100,000	4	
Over 100,000	5	

24. How far from your residence is the nearest city of 100,000 population or larger?

(CIRCLE ONE ONLY)

Less than 50 miles	1	-31
More than 50 miles	2	
Live in a city of 100,000 or more	3	

25. Do you anticipate replacing or adding to your satellite receiving equipment during the next 12 months?

(CIRCLE ONE ONLY)

Yes	1	-32
No (skip to 27)	2	

26. What equipment do you plan on buying?

(CIRCLE ALL THAT APPLY)

Dish	1	-33
Receiver	2	
LNA	3	
Motorized Activator/Controller	4	
Receiver Remote Control	5	
Other _____	6	

27. Which category fits the head of your household?

(CIRCLE ONE ONLY)

18 - 24	1	-34
25 - 34	2	
35 - 49	3	
50 - 59	4	
60 and older	5	

28. Which of the following best describes the family status of your household?

(CIRCLE ONE ONLY)

Single, no children	1	-35
Single, children home	2	
Single, children grown	3	
Married, no children	4	
Married, children home	5	
Married, children grown	6	

29. Which category includes your total household income?

(CIRCLE ONE ONLY)

Under \$12,000	1	-36
\$12,000 - \$17,999	2	
\$18,000 - \$29,999	3	
\$30,000 - \$49,999	4	
\$50,000 or above	5	

30. Which category includes the education level of the head of the household?

(CIRCLE ONE ONLY)

Less than High School	1	-37
High School grad	2	
Some College or Vo-Tech	3	
College grad	4	
Grad School	5	

31. Which category includes the occupation of the head of your household?

(CIRCLE ONE ONLY)

Executive	1	-38
Professional	2	
Technical	3	
Sales	4	
Service	5	
Agriculture	6	
Retired, unemployed, housewife, student	7	
Other _____	8	

32. If you were asked to sponsor a satellite party, to have a dealer come into your home and show satellite receiving systems to your friends and neighbors, how much commission per sale would you expect to receive? \$ \_\_\_\_\_ -39

33. Assume you had the opportunity to purchase a signal distribution system which would enable you to distribute:

- A) Any one of 24 channels (transponder signals) to any room in your house, ie. different channels to different rooms; and/or,  
B) 24 channels to your neighbors.

How much would you be willing to pay for such a system?

\$ \_\_\_\_\_ -40

OVER →



34. Which publications does your household subscribe or read regularly?

(CIRCLE ALL THAT APPLY)

TV Guide	1	-41
Time	2	
Reader's Digest	3	
Sports Illustrated	4	
National Enquirer	5	
Playboy	6	
Better Homes and Gardens	7	
Parade	8	
Family Weekly	9	
Coop's Digest	0	
Home Satellite Marketing	1	-42
STV	2	
Orbit International	3	
Radio Electronics	4	
Satellite Dealer	5	
Satellite Business Magazine	6	
Satellite TV Opportunities	7	
Sat Guide	8	
Satvision	9	

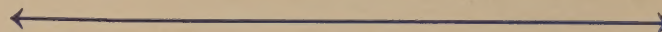
35. Please indicate which of the following program sources your household has viewed, through your satellite receiving system during the last 24 hours (Circle column 1); 7 days (Circle column 2); or 30 days (Circle column 3)?

(CIRCLE ALL THAT APPLY)

	Yes, Viewed During Last 24 Hours	Yes, Viewed During Last 7 Days	Yes, Viewed During Last 30 Days	
ABC	1	2	3	-43
CBS	1	2	3	-44
NBC	1	2	3	-45
WTBS, Atlanta	1	2	3	-46
WGN, Chicago	1	2	3	-47
USA Network	1	2	3	-48
CBN, Christian Broadcasting Network	1	2	3	-49
ESPN	1	2	3	-50
HBO	1	2	3	-51
CINEMAX	1	2	3	-52
SHOWTIME	1	2	3	-53

Please give us a few more of your opinions on some general statements. Please tell us how much you agree or disagree with each statement. On a scale of 1 to 5, 1 would be Strongly Disagree and 5 would be Strongly Agree.

(CIRCLE ONE NUMBER FOR EACH STATEMENT)



Statement	DISAGREE			AGREE		
	Strongly	Somewhat		Somewhat	Strongly	
36. When I buy a new product, I like to buy and use the newest, most up-to-date product design that is on the market.	1	2	3	4	5	-54
37. I will generally purchase an item I want a little sooner if I can get it on credit.	1	2	3	4	5	-55
38. On decisions I make, I generally see myself as taking risks rather than being too conservative.	1	2	3	4	5	-56
39. When I go shopping I usually make more purchases than I had planned.	1	2	3	4	5	-57
40. I frequently request information or buy products through direct mail or 800 numbers (toll free).	1	2	3	4	5	-58
41. I generally tend to buy things based on the lowest price.	1	2	3	4	5	-59
42. I generally consult current publications and literature before purchasing electronics products or services. This insures that I purchase the most advanced available.	1	2	3	4	5	-60
43. When making major purchases I generally compare prices.	1	2	3	4	5	-61

CONTINUED ON NEXT PAGE →



Please give us your opinion on a new service idea. You would receive the service as text (printing on your screen) via satellite. As proposed, you would be provided with the following features:

- A) Program Schedules. The current half hour and the upcoming two and one half hours of all programming on the following four satellites: Galaxy 1, Satcom F3R, Satcom F4 and Westar 5. The time, satellite, transponder number and the title would be given for each program on satellite.
- B) Movie Listings. The service name, satellite/transponder, time and title would be given on all movies that will appear on the above satellites during the current day. In addition during prime time a brief summary of each movie would also be given.
- C) Satellite Bulletins. Satellite transponder changes, listings of unscheduled programming for satellites other than the four above, special events for the current day, and other information on programs and updates.

All schedules will be updated continuously. Here are what the screens will look like:

PROGRAM SCHEDULES		
NOV 15 84	05:00 AM	04:01:16 PM
F4		
02	WTBS	TBS MORNING NEWS
F3		
20	WGN	CHICO AND THE MAN
W5		
04	CBN	ROMPER ROOM
F2R		
06	USA	BIZNET
F4		
15	CNN	DAYBREAK
W5		
18	ESPN	BUSINESS TIMES ON ESPN

MOVIES OF THE WEEK	
NOV 15 84	03:59:57 PM
*****CINEMAX*****	
	W5 05
	G1 16
1:00 AM	"KENTUCKY FRIED MOVIE" (R)
2:30 AM	"FREEDOM" (NR)
4:00 AM	(4:10) "TENDER IS THE NIGHT" (NR)
7:00 AM	"WARLOCK" (NR)
9:00 AM	THE MAKING OF RAIDERS OF THE LOST ARK

The service will be received through a decoder box, which will be about the size of a standard telephone, simple to operate, and easily installed on most satellite receiving systems.

44. If this service were available, what level of interest would you have?

(CIRCLE ONE ONLY)

Extremely interested 4 -62  
 Moderately interested 3  
 Not too interested (skip to 49) 2  
 Not at all interested (skip to 49) 1

45. Which feature most interests you about the proposed service?

(CIRCLE ONE ONLY)

Program schedules 1 -63  
 Movie listings 2  
 Satellite bulletins 3  
 Other 4

46. If the decoder box were offered with two years of subscription to the service included in the purchase price, how much would you be willing to pay for the box and two years of services?

\$ \_\_\_\_\_ -64

47. When the initial two year subscription expires, how much would you be willing to pay for the monthly subscription?

\$ \_\_\_\_\_ per month -65

48. How would you improve the service? \_\_\_\_\_

(SKIP TO END)

49. What about the proposed service does not interest you? \_\_\_\_\_

THANK YOU FOR YOUR ASSISTANCE!

END OF QUESTIONNAIRE

**Remember:** In order to qualify for the cash award, we must receive your completed questionnaire within 10 days of your receiving this questionnaire.

Thank you for taking time to help us. Please fill out the following mailing label, so we can send your two new \$1 bills.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_

Optional

If you would be willing to help us on a few additional questions developing this new service, please jot in your phone number. No salesman will call.

Phone ( ) \_\_\_\_\_